

Abstract

Title: Power Plate Center's Marketing Communication

Objectives: : The objective of this diploma thesis is to discover the present state of the marketing communication of the sport institute Power Plate Center in Jungmannova street in Prague both in the customers view and also in the view of the company itself. On the basis of the gathered data then evaluate, eventually suggest the improvement of the current marketing communication. Moreover, by the aid of this data also suggest the marketing communication aimed at view potential clients.

Methods: The quantitative method of the data collection by questionnaire and the qualitative method of data collection with the help of the depth interview was used in this work. The results were illustrated by tables, texts and graphs.

Results: After the evaluation of the results, several faults of the Power Plate Center's communication with their customers were found best. In the synthetic part some recommendations were made, which could lead it the improvement of this marketing communication.

Keywords: Marketing communication, communication mix, marketing research, questionnaire, depth interview, Power Plate.